

ABSTRACT OF THE DISCLOSURE

A liquid crystal display device includes a periodically switching light source repeatedly turning ON and OFF at a predetermined timing and a display unit for displaying an image by controlling light transmission or reflection of the periodically switching light source according to the image data. In each display frame constituting one image, write into the liquid crystal display device is divided into a first write for writing into all the pixels using precharge data as representative of a plurality of pixels created according to a first algorithm and a second write for additionally writing overwriting data created on at least some pixels according to a second algorithm, thereby displaying an image. In the liquid crystal display device using the periodically switching light source, the periodically switching ghost is suppressed and the moving picture display performance is improved.